

#### Reminders...

- Lines are muted...*we will unmute for discussion*
- Please submit your questions via the chatbox on your zoom screen

Communications Subcommittee Open Forum Meeting January 18, 2023



A UNISON RISK ADVISORS Company

# Agenda

Communications Subcommittee Open Forum Meeting

Brief update on the Healthcare Bluebook project
Open Discussion on best practices to communicate with enrollees







## Healthcare Bluebook

#### What is it?

A voluntary program that helps members compare healthcare costs and earn rewards for selecting a lower cost/high quality provider.

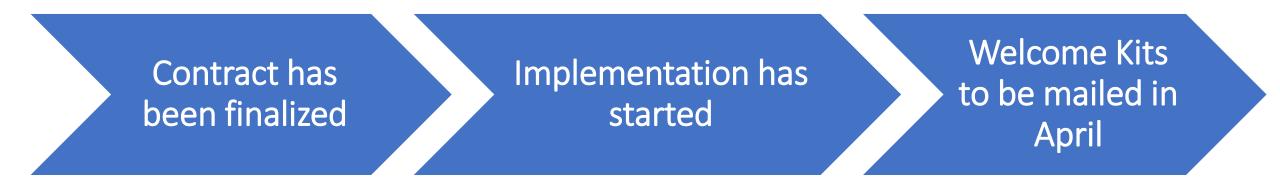
### Why?

Healthcare costs vary widely between providers even when they are all in network. Some are just more efficient than others and have better outcomes. Selecting lower cost/high quality providers:

- Lowers costs for the NY44 Health Benefits Trust Healthplan
- Lowers costs for participating schools
- Allows schools to keep member contributions lower
- Can help reduce member out of pocket expenses

# And...Members Can Earn Cash Rewards

## HEALTHCARE BLUEBOOK – CURRENT STATUS



## HEALTHCARE BLUEBOOK – UPCOMING COMMUNICATIONS

# We plan on providing enrollees information about the program prior to launch and thereafter...

- Enrollee Newsletter Expected to be mailed to enrollees' homes by end of January. We will include some preliminary information on this exciting new program that allows enrollees to earn rewards.
- **Postcard** In March, a mailing will alert enrollees to be on the lookout for the welcome kit mailer from Healthcare Bluebook arriving in April.
- Welcome Kit This will arrive directly from Healthcare Bluebook and is expected to arrive the beginning of April.
- Website Content Concurrent with the Enrollee Newsletter we will begin promoting the Healthcare Bluebook program at the NY44 website.
- Further communications mailed throughout the year (the timing and specific format to be determined).

## Healthcare Bluebook – Q&A

#### Are members **required** to use the Healthcare Bluebook program?

• No. It is *voluntary*.

#### *How do members qualify for a reward?*

• The member must search for the rewardable procedure and view the Green Provider or the Green/Green or Green/Yellow Facility. Next the member has rewardable procedure completed at the Green Provider or the Green/Green or Green/Yellow Facility within 12 months.

#### Do members have to submit any special forms to get a reward?

• No. Rewards are earned by visiting "green" providers for rewards-eligible procedures. Healthcare Bluebook does all of the processing; there are no additional forms to submit.

#### How do members receive a reward? How long does it take?

• Rewards are processed monthly, but may be delayed due to the time it takes for claims to be billed and processed. The reward and a letter of explanation is mailed directly to the member.

#### Do covered family members of the member receive rewards?

• Family members covered by the health plan can earn rewards. However, rewards are always paid to the employee/member.

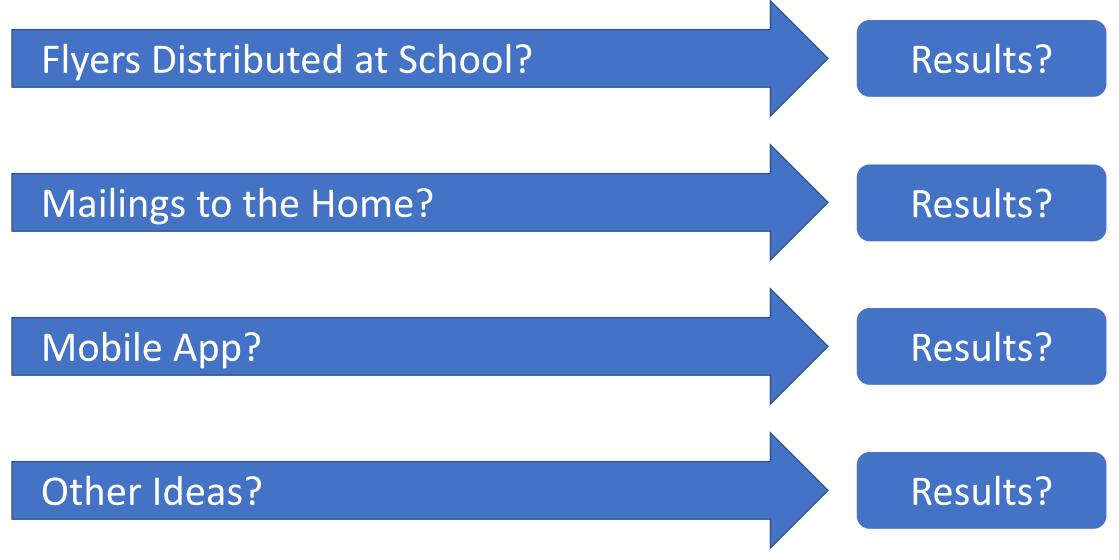
#### Is member health information kept private?

• Yes. Healthcare Bluebook does not share information about individual employees or the services received with your employer. All healthcare information is kept confidential.



# COMMUNICATION PRACTICES DISCUSSION

# How Do Members Schools Communicate With Their Employees?





# Next Steps

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# Thanks for Attending!



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